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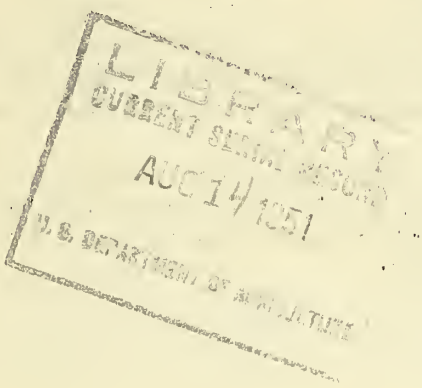
CONSUMER PURCHASES OF SELECTED FRESH FRUITS, CANNED AND FROZEN JUICES, AND DRIED FRUITS IN JUNE 1951



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

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Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during June 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U.S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS, CANNED AND FROZEN JUICES, AND DRIED FRUITS JUNE 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

ısehold purchases of fresh oranges, frozen concentrated orange juice, and canned ıgle strength orange juice during June 1951 totaled the equivalent of 4,753,000 ıes of fresh fruit, 8 percent below purchases in May, but 14 percent larger than ɔse in June 1950. Frozen concentrated orange juice purchases represented 30 per- ıt of the total in June 1951 compared with 25 percent in June 1950, canned single ɔength juice declined from 28 to 21 percent of the total, while the proportion of ɛ total purchases accounted for by fresh oranges was almost unchanged.

ɔzen concentrated orange juice purchases by householders in June 1951 totaled 775,000 gallons, about the same as in May, but about 100,000 gallons below pur- ıses during each of the preceding three months of February-April. However, pur- ıses in June were 41 percent above those in June 1950. Consumers paid an average 21.6 cents per 6-ounce can, about the same as in previous months this season.

ıseholders purchased 72,000 gallons of frozen concentrated grapefruit juice ring June 1951, at an average price of 16.6 cents per 6-ounce can. Frozen con- ntrated orange-grapefruit blended juice purchases totaled 88,000 gallons, at an erage price of 19.1 cents per 6-ounce can.

tal household purchases of canned single strength juices in June 1951 were rela- vely unchanged from the levels of the previous month and June 1950. For the ason to date, household purchases of canned orange juice were 12 percent below e corresponding period last season, those of canned grapefruit juice were 33 per- nt higher, while those of orange-grapefruit blended juice were down about 2 per- nt. Canned citrus juice prices in June were down slightly from May and were bstantially below prices in June 1950. Householders purchased a near record of 000,000 cases of canned pineapple juice in June, but purchases of canned tomato ice were off 13 percent from May.

esh orange purchases by householders in June 1951 declined seasonally to 2,296,000 xes but were 17 percent above June 1950. The average price paid by householders r Florida oranges in June was 45.7 cents per dozen, and for California-Arizona anges, 41.0 cents per dozen.

ıusehold purchases of fresh grapefruit in June 1951 amounted to 804,000 boxes, arly twice the amount purchased in June 1950. Purchases for this season to date September-June) have been about one-third larger than in the same period of the 49-50 season.

esh lemon purchases by householders rose seasonally in June to 466,000 boxes but re 10 percent below the level of June 1950.

ied prune purchases by householders in June 1951 totaled 3,667 tons, 15 percent low purchases in May but about equal to those in June 1950. The average price ıid by consumers during June was 26.8 cents per pound, about the same as in May.

ıuseholders purchased 743 tons of dates in June 1951, about 9 percent below pur- ıases in May. An average price of 29.7 cents per pound was paid for domestic ates and 45.5 cents per pound for imported dates.

FROZEN CONCENTRATED JUICES

Frozen concentrated orange juice purchases by householders during June 1951 totaled 1,775,000 gallons, almost unchanged from the previous month but 41 percent larger than purchases in June 1950 (fig. 3). However, consumer purchases during both May and June were about 100,000 gallons below the quantity bought in each of the preceding 3 months, February-April, although the number of families buying was approximately the same. The quantity purchased for the season to date (October 1950-June 1951) exceeded that of the same period last season by about 60 percent. This increase over last season is the result of both an increase in the number of families buying each month and an average increase of about 20 percent in the volume purchased each month per buying family.

The average price householders paid for frozen concentrated orange juice during June 1951 was 21.6 cents per 6-ounce can, slightly below the average of 21.9 cents paid in May and considerably below the 26.8 cents paid in June 1950 (fig. 3). Average prices paid by consumers each month this season have been lower, at 21 to 22 cents per 6-ounce can, compared to about 24 to 28 cents during the same months of 1949-50. Lower prices, together with increased availability of frozen concentrated orange juice in retail stores, have contributed to the larger volume purchased this season.

About 18 percent of all families bought frozen concentrated orange juice during June, almost unchanged from May but somewhat above the 15.5 percent in the same month last year (table 1). The proportion of families making purchases of frozen concentrated orange juice each month has varied from abou 16 percent to 19 percent this season, compared with about 12 percent to 16 percent during the same months of 1949-50. Householders bought an average of 13.2 ounces per purchase during June, about the same as in the previous month but above the 11.6 ounces in June last year.

Householders purchased 72,000 gallons of frozen concentrated grapefruit juice during June 1951, at an average price of 16.6 cents per 6-ounce can (fig. 4). Frozen concentrated orange-grapefruit blended juice purchases totaled 88,000 gallons, at an average price of 19.1 cents per 6-ounce can.

CANNED JUICES

Total household purchases of canned single strength juices in June 1951 were relatively unchanged from the levels of the previous month and of June 1950. Average prices paid by householders for most canned single strength juices in June were down slightly from May and were generally below average prices paid last June.

Household consumers purchased 1,358,000 cases (equivalent No. 2 cans) of canned single strength orange juice in June 1951, nearly 8 percent above purchases in May, and about the same as the quantity purchased in June a year ago (fig. 5). This was the largest quantity of any single canned juice purchased by householders during the month. For the season to date (October 1950-June 1951), household purchases of canned single strength orange juice, amounting to 12,953,000 cases (equivalent No. 2 cans), were nearly 12 percent below those during the same period last season. Householders paid an average of 31.0 cents per 46-ounce can for orange juice

in June, 2.3 cents below the average price paid in May, and the lowest average price during any month since December 1949 (fig. 5). Fourteen percent of all families in the United States purchased canned orange juice during June (table 2).

Consumer purchases of canned grapefruit juice in June amounted to 1,138,000 cases (equivalent No. 2 cans), an increase of 22 percent from May (fig. 5). Householders purchased 426,000 cases of canned orange-grapefruit blended juice in June, 5 percent more than in May. For the season to date (October 1950-June 1951), household purchases of canned grapefruit juice exceeded those of the same period last season by one-third, while purchases of canned orange-grapefruit blended juice through June were almost the same as last year. Average prices paid by householders for these canned juices in June were the lowest for any month this season or the 1949-50 season. Householders paid an average of 25.6 cents per 46-ounce can for grapefruit juice in June and 30.1 cents for orange-grapefruit blended juice (fig. 5).

Household purchases of canned pineapple juice in June 1951 were 1,000,000 cases (equivalent No. 2 cans), just under the quantity purchased in May and about 9 percent above purchases last June (fig. 6). June 1951 was the third month since this series began in October 1949 in which household purchases of canned pineapple juice reached 1,000,000 or more cases.

Householders purchased 1,344,000 cases (equivalent No. 2 cans) of canned tomato juice in June 1951, down 13 percent from purchases in May and 7 percent below purchases in June a year ago (fig. 6). For the period, October 1950-June 1951, household purchases of canned tomato juice have been about 4 percent below those of the corresponding period last season. Average prices paid by consumers for tomato juice have been higher each month this season than in the corresponding months last season. The average price paid by householders in June for a 46-ounce can of tomato juice was 28.3 cents, compared with an average of 26.9 cents in June 1950 (fig.6). Tomato juice has been purchased by more families than any other canned single strength juice during each month since this series began in October 1949. In June, 17.1 percent of all families in the United States purchased canned tomato juice. (For data on prune juice, see DRIED FRUIT section.)

FRESH CITRUS FRUIT

Household purchases of fresh citrus fruits, except lemons, in June 1951 were substantially above the levels of June 1950 but declined seasonally from May. Average prices paid by householders for all citrus fruits were lower than those paid in June 1950 and, except for Florida oranges and grapefruit, were lower than those paid in May.

During June 1951, householders bought 2,296,000 boxes of fresh oranges. Household purchases of California-Arizona oranges amounted to 1,160,000 boxes, or 51 percent of total household fresh orange purchases during the month; Florida oranges, 830,000 boxes, or 36 percent of the total (fig. 7). Householders paid an average of 41.0 cents per dozen for California-Arizona oranges in June, compared with 52.3 cents per dozen in May and 44.6 cents in June 1950. The average price paid by householders in June for Florida oranges was 45.7 cents per dozen, almost the same

as in May but below the average price of 48.8 cents per dozen paid in June 1950 (fig. 7). For the season to date (October 1950-June 1951), household purchases of all fresh oranges amounted to about 27,000,000 boxes, compared with 26,265,000 boxes during the corresponding period last season. Beginning in February of the current season, a larger proportion of all families in the United States have purchased fresh oranges each month than the proportion that made purchases during the same months last season.

June 1951 household purchases of fresh lemons rose seasonally to 466,000 boxes but were 10 percent below the quantity purchased by consumers in June 1950 (fig. 8). In June, 33.4 percent of all families in the United States bought fresh lemons, compared with 27.0 percent in May and 38.1 percent in June a year ago. The average price of 41.8 cents per dozen paid by household purchasers for fresh lemons in June was down 2.7 cents from May and was 3.7 cents below the average price paid in June 1950.

Household purchases of fresh grapefruit in June 1951 of 804,000 boxes were down seasonally from May but were nearly twice the amount purchased in June 1950 (fig. 8). The average price paid by householders in June 1951 for all grapefruit was 93.7 cents per dozen, about the same as in May but substantially below the average price of $1.16 per dozen paid in June a year ago (fig. 8). For the season to date (September 1950-June 1951), household purchases of fresh grapefruit have exceeded those of the same period last season by about one-third. The larger production and lower prices compared to last season are reflected in the larger proportion of all families in the United States that have purchased fresh grapefruit each month this season.

DRIED FRUIT

During June 1951, householders purchased 3,667 tons of dried prunes, a decrease of 15 percent from the 4,304 tons purchased in the preceding month (fig. 9). Purchases, however, were only slightly less than the 3,756 tons reported for June of last year. Purchases in June 1951 were about 40 percent below the 6,318 tons in February--the peak month of the past winter season. Consumers paid an average of 26.8 cents per pound for dried prunes in June, almost unchanged from that in May but considerably higher than the 23.2 cents per pound in June 1950 (fig. 9). The monthly average prices consumers paid for dried prunes have remained practically unchanged from the winter season through June. The proportion of families buying dried prunes in June 1951 was 9.4 percent, somewhat less than the 11.2 percent in May and considerably below the winter high of 16.1 percent in February.

Householders purchased 324,000 cases (equivalent No. 2 cans) of prune juice in June, 8 percent below purchases in May and 12 percent under purchases in June 1950. Consumers paid an average of 32.4 cents per 32-ounce bottle of prune juice in June, almost the same as in May but considerably above the average of 28.4 cents paid in June a year ago (fig. 9).

Householders in June 1951 purchased 743 tons of dates, about 9 percent below the quantity bought in May. Of the total, 413 tons were identified

as domestic dates; 240 tons as imported dates; and 90 tons were not identified as to origin (table 4). Purchases of all dates during June represented only about 12 percent of the quantity reported for the seasonal peak month of December. The average price paid for dates in June was almost unchanged from the previous month. Domestic date purchases were made at an average of 29.7 cents per pound, slightly below the 31.7 cents paid in May, while the average paid for imported dates was almost unchanged at 45.5 cents per pound (fig. 10). Practically no change was noted in the average size of date purchases or in the percentage of families buying dates in June compared to the previous month.

Dried apricot purchases by household consumers during June amounted to 430 tons, a rather sharp decline from the 658 tons in the preceding month but a little above the 392 tons bought in June last year (table 4). Householders paid an average of 59 cents per pound for dried apricots during the month, about the same as in May but about 10 cents per pound more than in June 1950. Two percent of all families bought the product, the same as in June 1950. Three percent of all families made purchases during May (table 4).

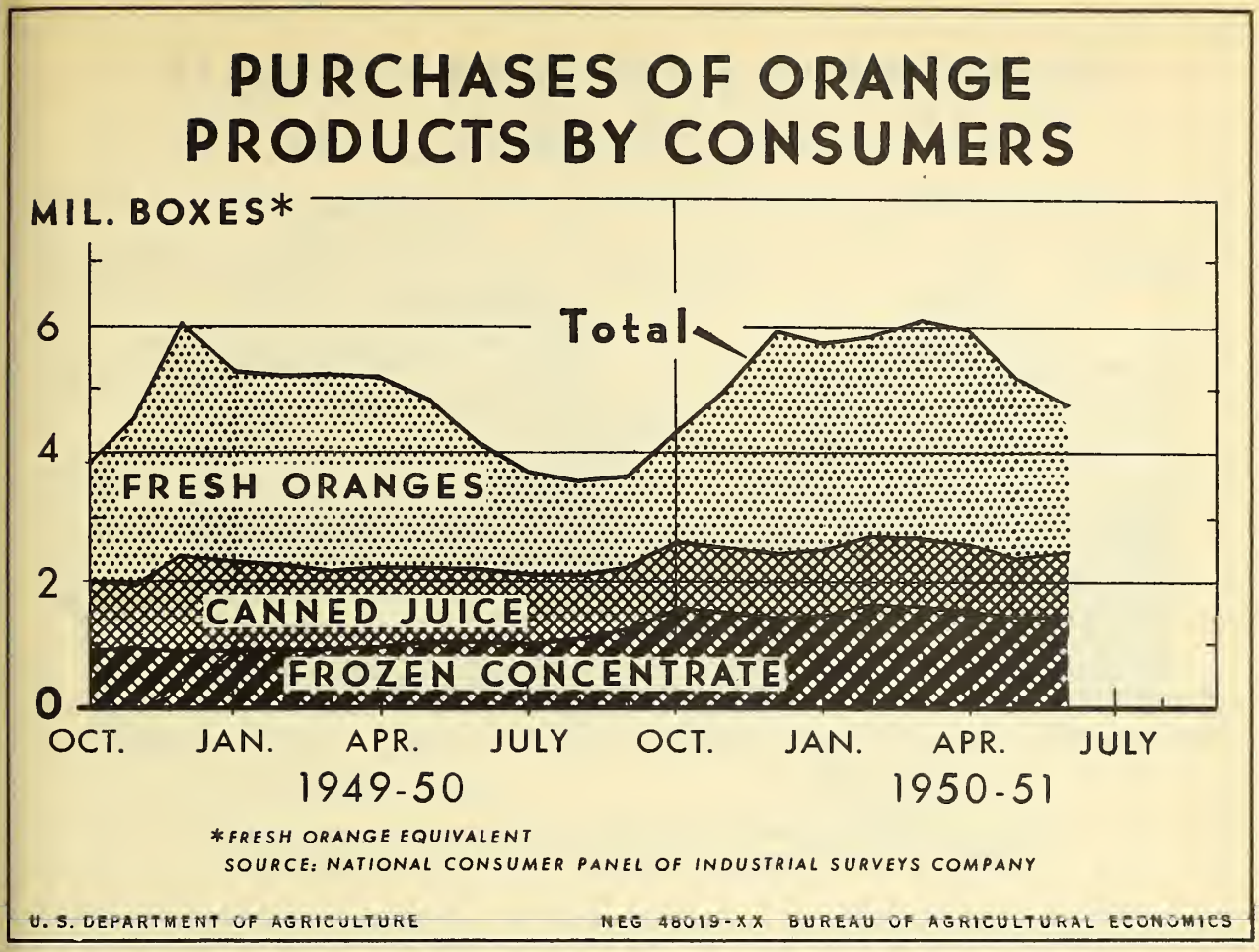

Fig.1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

Period	Frozen concentrated orange juice 1/		Canned single-strength orange juice 2/		Fresh oranges		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,605	911 4/	1,068	1,097	1,686	1,868	4,359	3,876 4/
November	1,508	958 4/	1,061	1,013	2,266	2,556	4,835	4,527 4/
December	1,412	867 4/	1,056	1,544 4/	3,415	3,633	5,883	6,044 4/
October-December 3/	4,938	2,998 4/	3,464	4,047	7,985	8,808	16,387	15,853 4/
January	1,463	873	1,050	1,397	3,216	3,032	5,729	5,302
February	1,619	900	1,141	1,360	3,083	2,964	5,843	5,224
March	1,600	907	1,119	1,260	3,375	3,106	6,094	5,273
October-March 3/	10,044	5,908 4/	7,058	8,414	18,498	18,678	35,600	33,000 4/
April	1,546	937	1,043	1,259	3,401	3,002	5,990	5,198
May	1,440 4/	1,027	944	1,186	2,796	2,620	5,180 4/	4,833
June	1,444	1,039	1,013	1,151	2,296	1,965	4,753	4,155
October-June 3/		9,154 4/		12,335		26,860		48,349 4/
July		1,006		1,097		1,622		3,725
August		1,080		1,000		1,499		3,580
September		1,214		987		1,437		3,638
Season 3/		12,726 4/		15,677		31,797		60,200 4/

1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

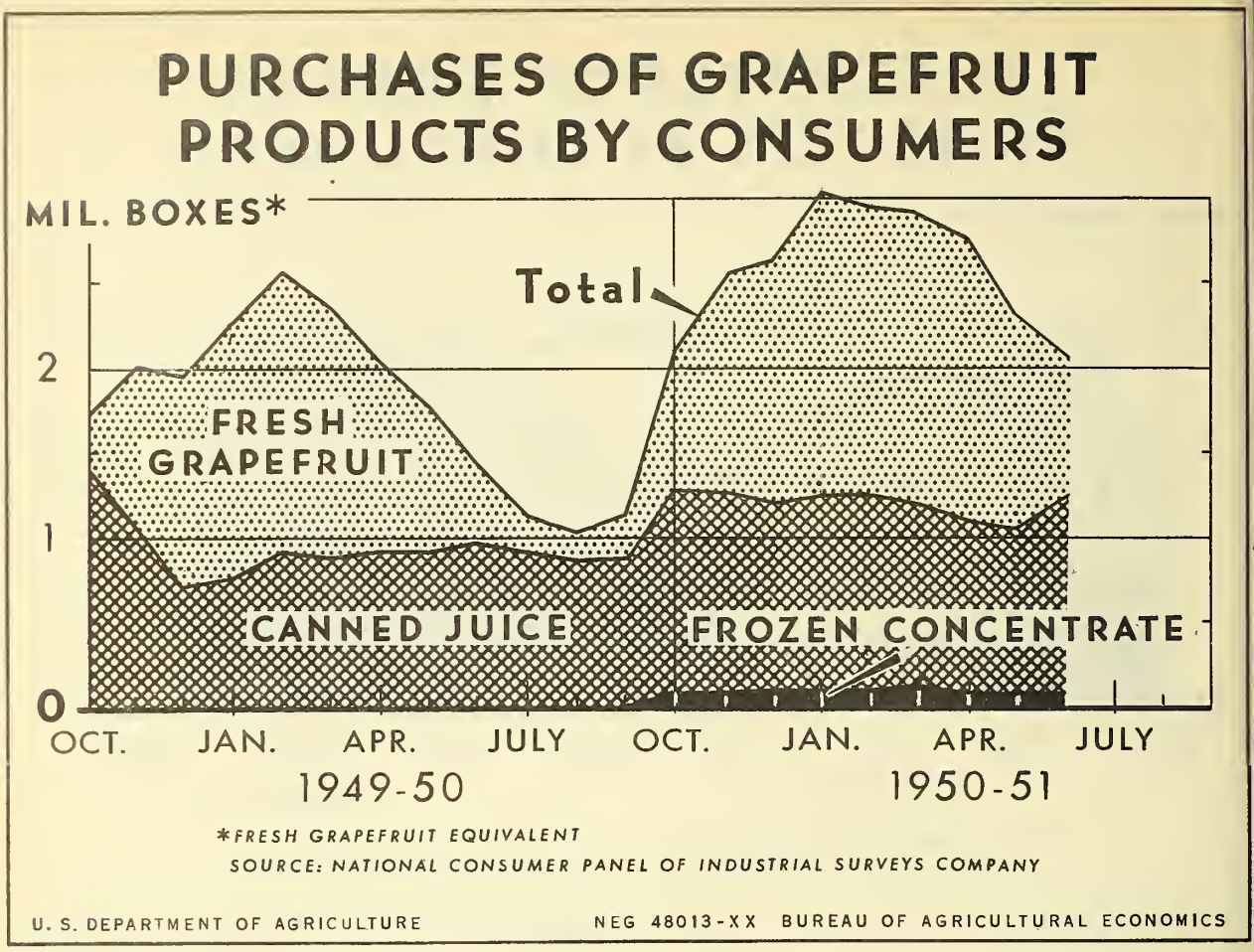

Fig.2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Fresh grapefruit		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	105	-----	1,181	1,390	830	334	2,116	1,724
November	98	-----	1,151	1,065	1,319	953	2,568	2,018
December	102	-----	1,096	710 4/	1,425	1,255	2,623	1,965 4/
October-December 3/	335	-----	3,756	3,389	3,925	2,851	8,016	6,240
January	101	-----	1,139	745	1,810	1,533	3,050	2,278
February	107	-----	1,152	912	1,709	1,670	2,968	2,582
March	125	-----	1,081	880	1,713	1,477	2,919	2,357
October-March 3/	698	-----	7,431	6,148	9,687	7,929	17,816	14,077
April	87	-----	1,017	924	1,660	1,123	2,764	2,047
May	82	-----	969	922	1,263	861	2,314	1,783
June	94	-----	1,155	993	804	422	2,053	1,415
October-June 3/		-----		9,220		10,531		19,751
July		-----		929		214		1,143
August		-----		863		172		1,035
September		-----		874		262		1,136
Season 3/		-----		12,100		11,212		23,312

1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

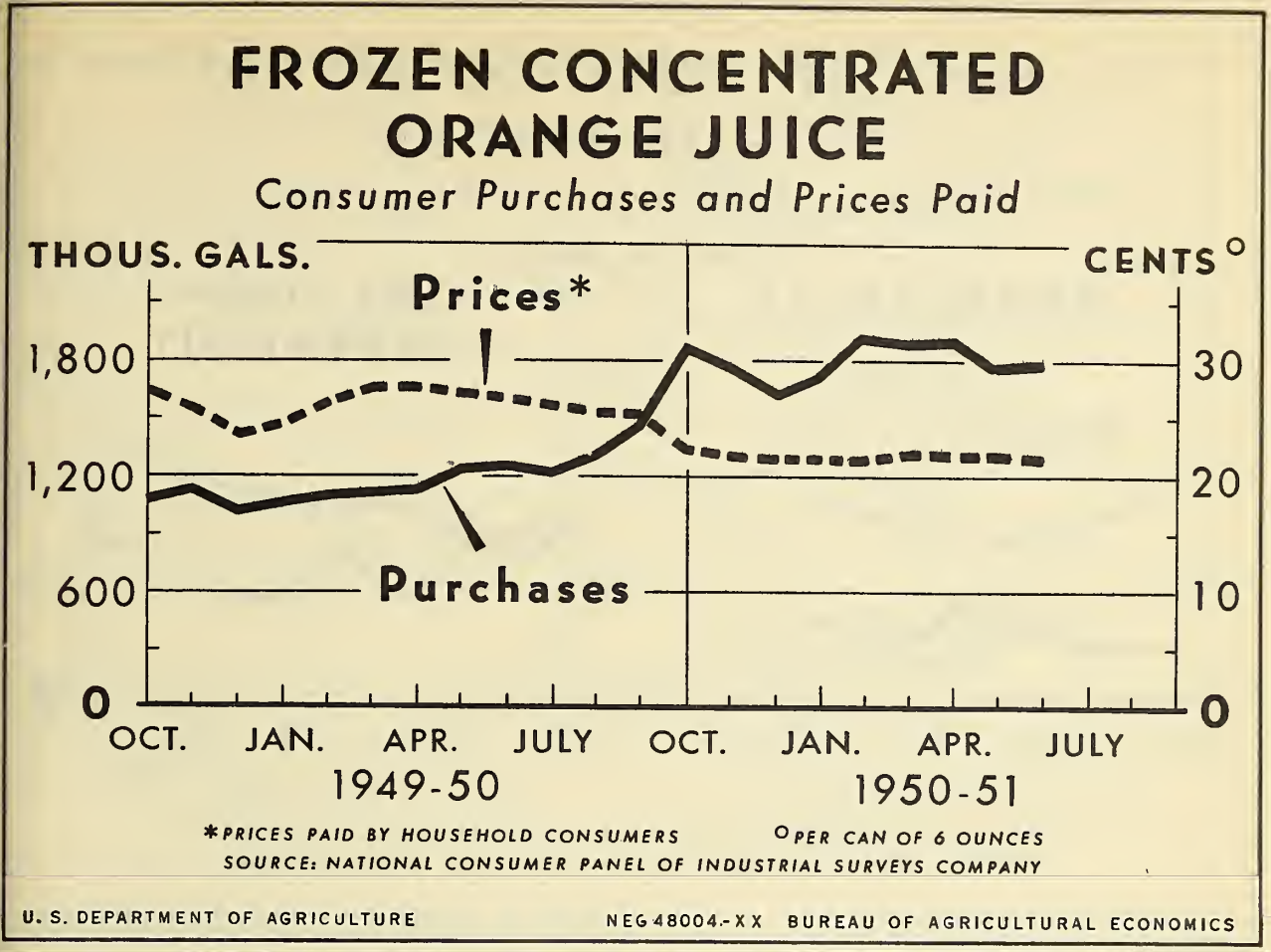

Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

Period	Purchases		Average prices per 6 oz. can	
	1950-51	1949-50	1950-51	1949-50
	1,000 gallons	1,000 gallons	Cents	Cents
October	1,865	1,076	22.1	27.3
November	1,762	1,131	21.7	25.9
December	1,638	1,024	21.6	23.7
October-December 1/	5,747	3,540		
January	1,716	1,057	21.6	24.4
February	1,917	1,089	21.5	26.4
March	1,872	1,098	22.1	27.7
October-March 1/	11,752	7,063		
April	1,892	1,134	21.9	27.8
May	1,768 2/	1,243	21.9	27.2
June	1,775	1,258	21.6	26.8
October-June 1/		10,993		
July		1,218		26.1
August		1,308		25.7
September		1,470		25.5
Season 1/		15,318		

1/ The data on household purchaees are based on 4-week periode (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 monthe are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

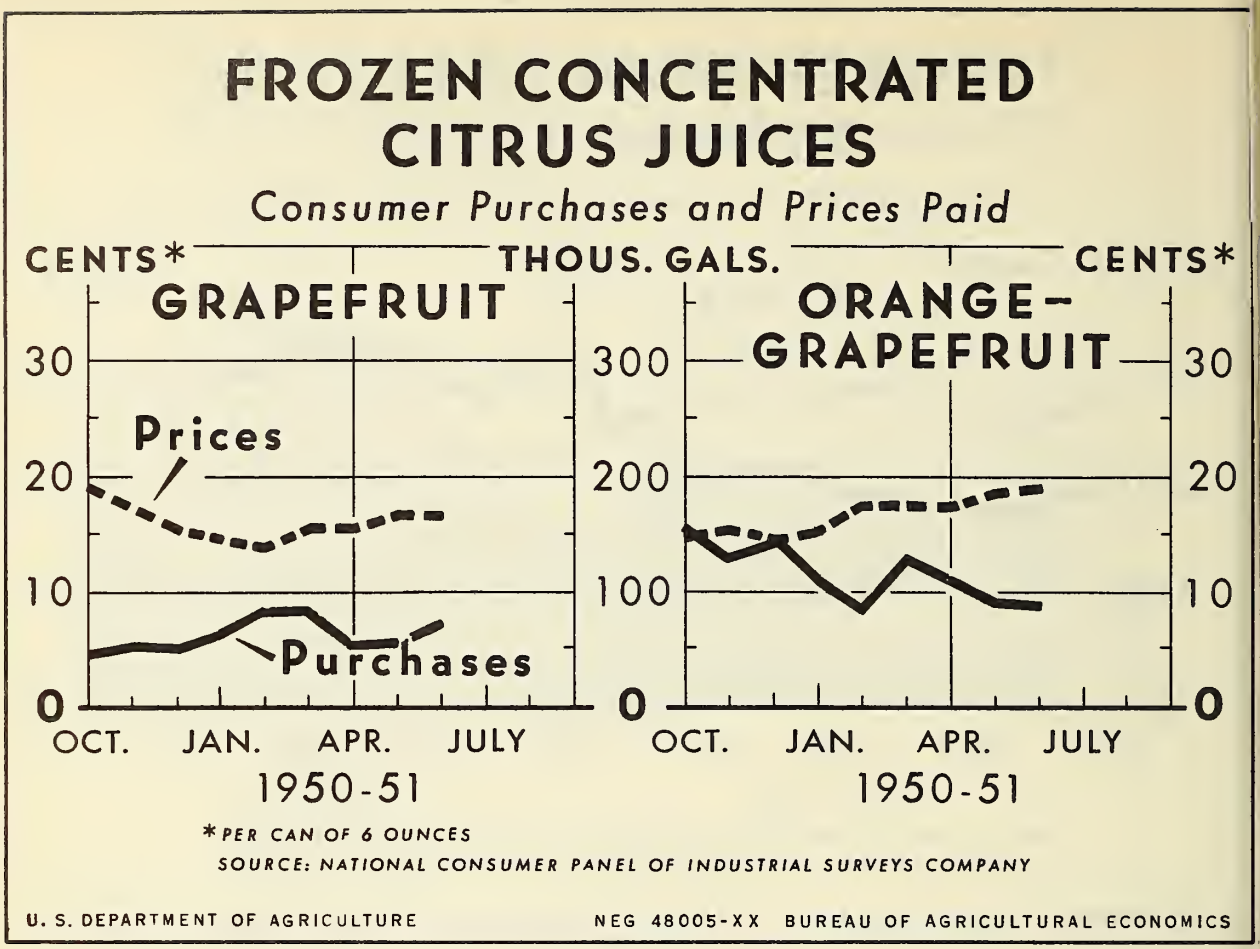

Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

Period	Grapefruit		Orange-grapefruit blend	
	Purchases	Average prices per 6 oz. can	Purchases	Average prices per 6 oz. can
	1,000 gallons	Cents	1,000 gallons	Cents
1950-51				
October	45	19.1	157	14.8
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February	83	13.9	86	17.4
March	84	15.6	129	17.5
October-March 1/	419		813	
April	51	15.5	111	17.4
May	55	16.8	91	18.5
June	72	16.6	88	19.1
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

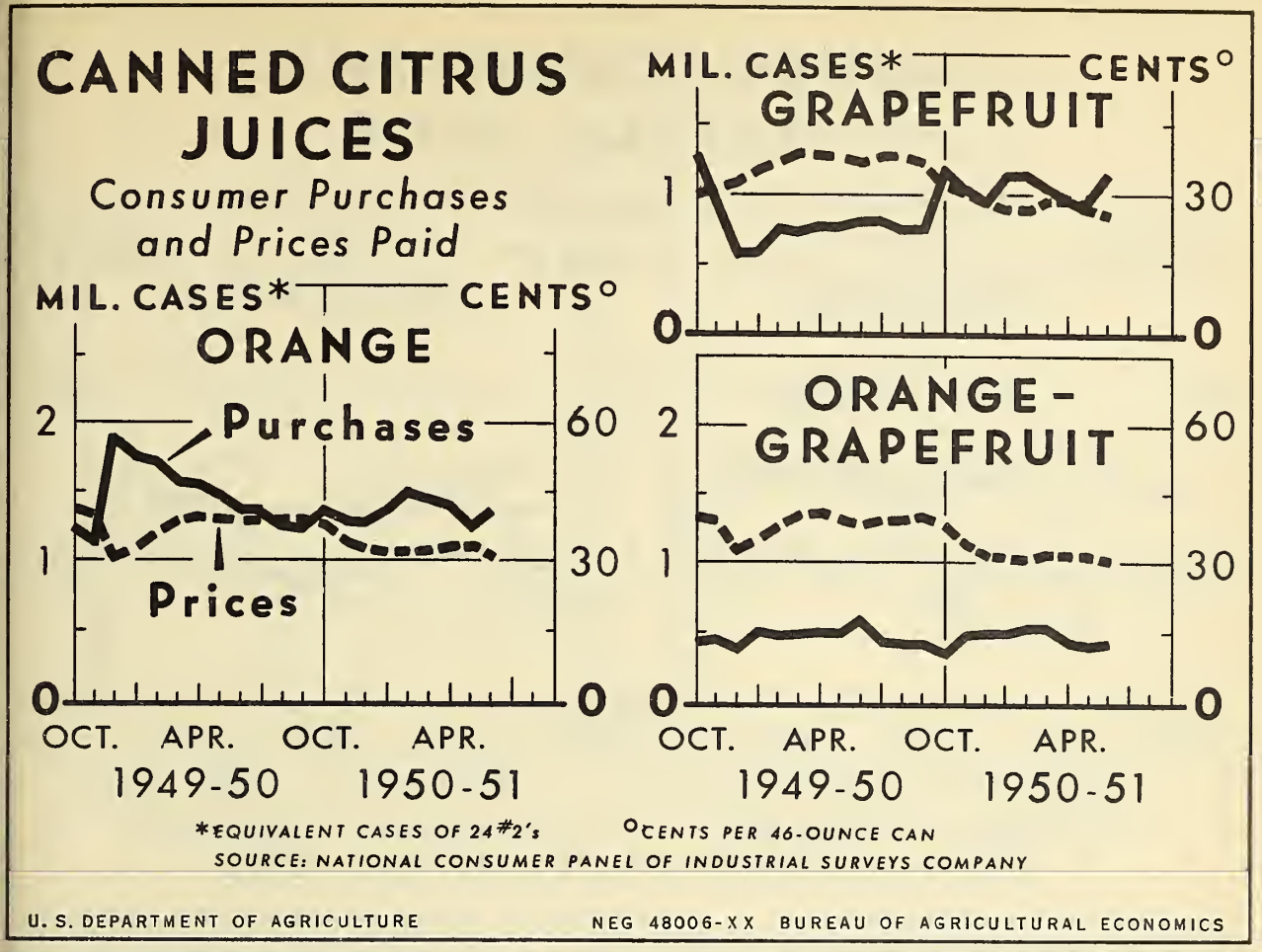

Fig.5-- Canned citrus juices: Consumer purchases and prices paid, October 1949 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
Oct.	1,357	1,260	37.3	41.1	1,117	1,282	31.6	30.0	364	439	38.0	40.4
Nov.	1,284	1,137	33.7	39.6	1,022	919	30.3	30.8	489	461	33.7	39.3
Dec.	1,272	1,890	32.1	30.4	956	573	28.5	32.2	499	388	31.6	33.0
Oct.-Dec. 2/	4,248	4,770			3,390	2,967			1,485	1,385		
Jan.	1,368	1,763	31.5	32.3	1,138	570	27.3	35.2	499	500	31.1	34.8
Feb.	1,490	1,722	32.0	36.2	1,135	765	27.0	36.4	536	476	30.7	37.9
March	1,456	1,570	32.3	38.4	1,049	723	27.8	38.5	537	490	31.8	39.9
Oct.-March 2/	8,931	10,275			7,012	5,214			3,193	2,961		
April	1,403	1,565	33.2	39.1	975	768	28.4	38.0	429	498	32.0	40.5
May	1,261	1,462	33.3	38.4	931	767	28.0	37.8	405	494	32.3	39.2
June	1,358	1,365	31.0	37.8	1,138	798	25.6	36.6	426	588	30.1	38.0
Oct.-June 2/		15,068				7,737				4,674		
July		1,366		37.9		808		37.6		428		38.8
Aug.		1,236		38.4		744		37.7		411		39.3
Sept.		1,215		38.4		755		36.0		414		39.8
Season 2/		19,200				10,222				6,041		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

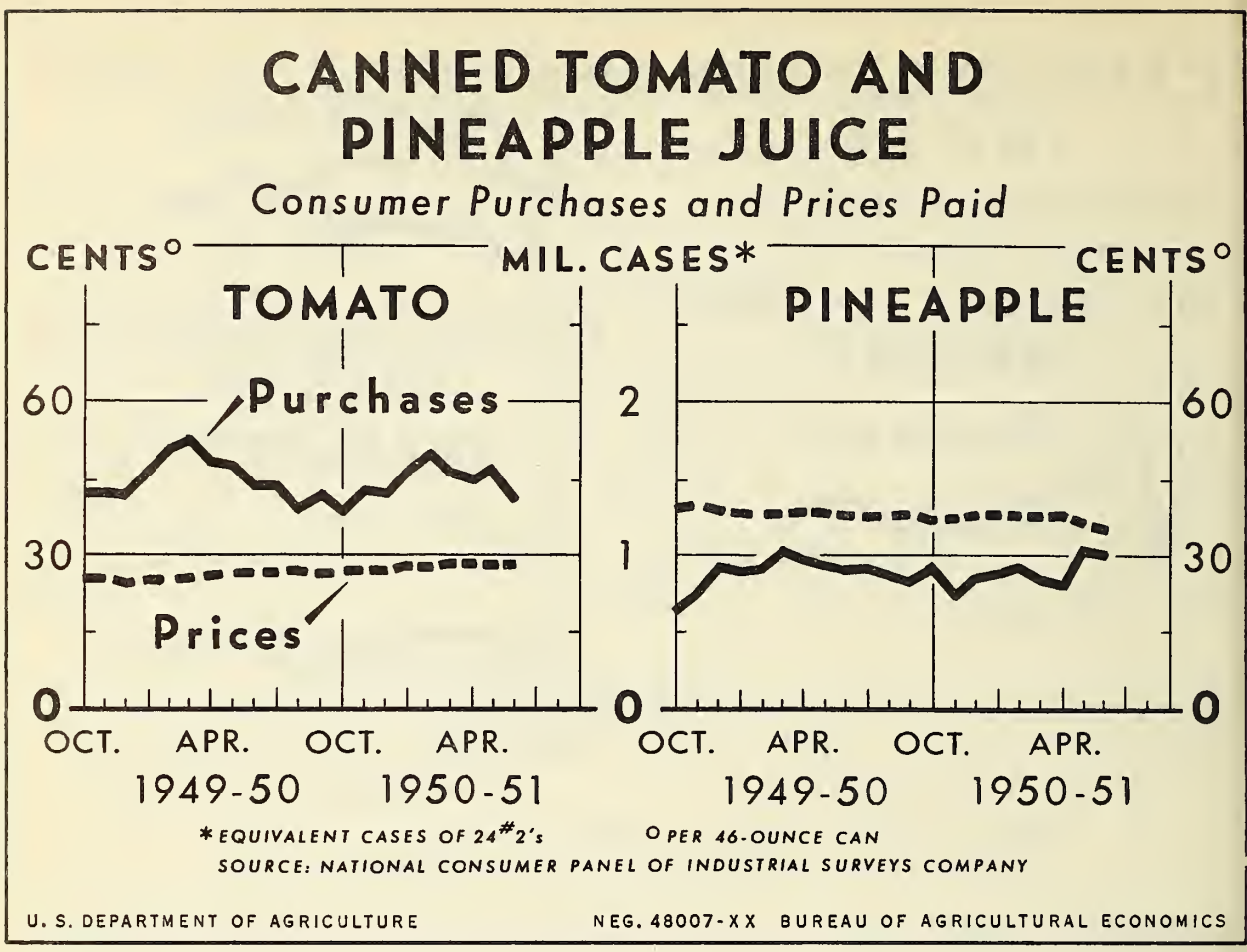

Fig.6.--Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

Period	Tomato				Pineapple			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,293	1,396	27.1	24.8	915	656	37.2	39.1
November	1,426	1,413	27.4	24.8	757	762	37.4	39.7
December	1,416	1,393	27.5	24.6	857	924	37.7	38.9
October-December 2/	4,499	4,562			2,750	2,559		
January	1,580	1,545	28.0	25.6	892	901	37.7	38.4
February	1,641	1,692	27.9	25.6	925	919	37.4	38.2
March	1,529	1,754	28.3	26.1	829	1,027	37.4	37.9
October-March 2/	9,591	9,993			5,648	5,685		
April	1,493	1,610	28.3	26.5	808	990	38.0	38.3
May	1,547	1,578	28.2	26.9	1,023	938	36.4	38.4
June	1,344	1,452	28.3	26.9	1,000	920	34.8	38.0
October-June 2/		15,015				8,772		
July		1,452		26.9		927		37.8
August		1,293		27.4		871		37.9
September		1,394		26.9		838		38.0
Season 2/		19,480				11,626		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

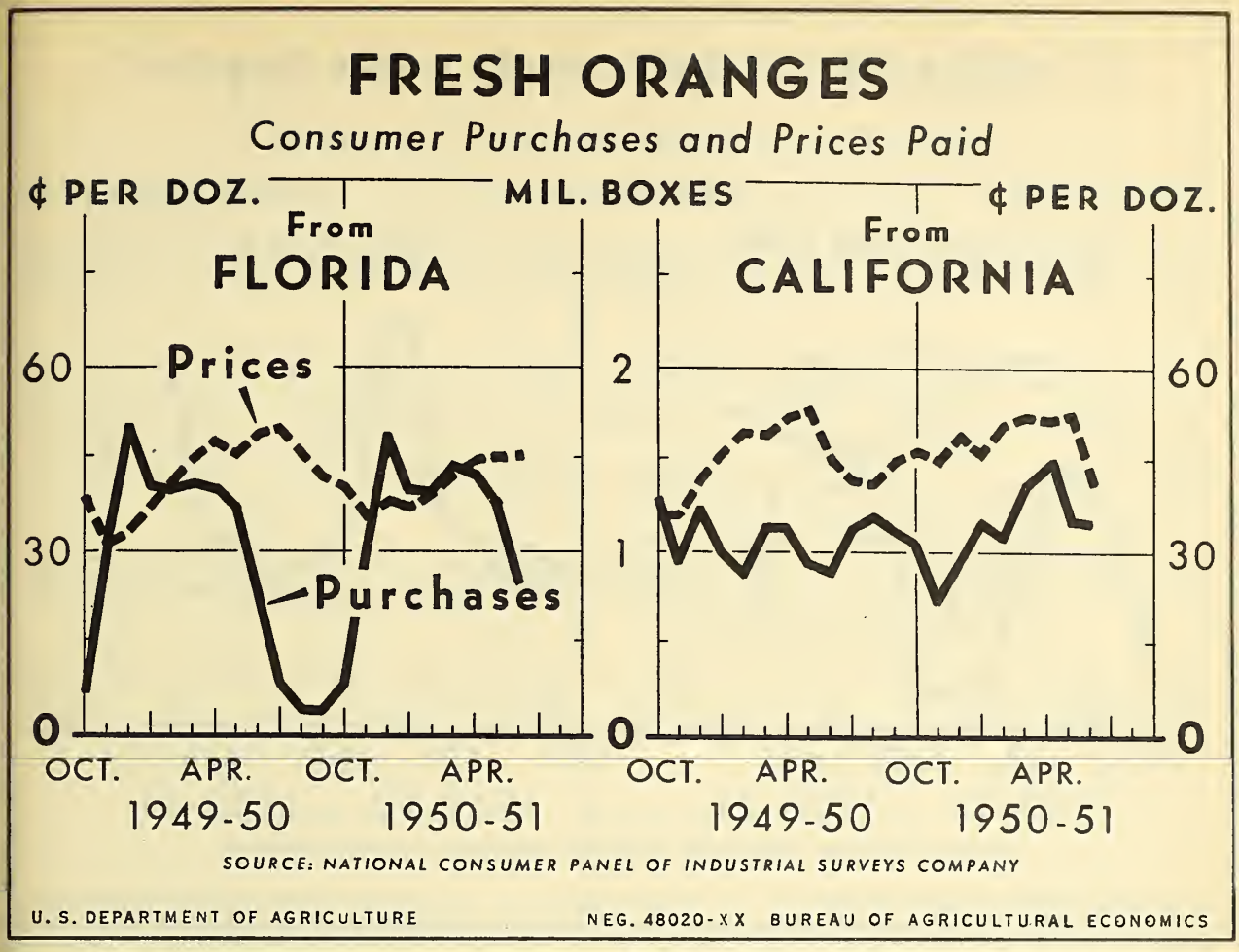

Fig. 7.—Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	278	218	40.5	38.6	1,045	1,293	46.5	36.0
November	999	1,029	35.6	31.2	738	945	45.4	36.1
December	1,640	1,664	38.3	32.9	938	1,231	49.4	42.1
October-December 1/	3,247	3,288			2,865	3,698		
January	1,333	1,346	36.8	37.0	1,152	1,003	45.9	46.0
February	1,327	1,331	39.4	41.1	1,074	887	50.7	49.4
March	1,451	1,365	42.1	44.5	1,370	1,123	52.1	49.0
October-March 1/	7,713	7,697			6,797	6,947		
April	1,412	1,340	44.6	48.0	1,472	1,121	51.8	52.3
May	1,243	1,229	45.1	46.3	1,171	934	52.3	53.2
June	830	778	45.7	48.8	1,150	902	41.0	44.6
October-June 1/		11,338				10,092		
July		258		50.2		1,135		41.5
August		122		46.2		1,183		40.9
September		120		42.1		1,107		44.9
Season 1/		11,863				13,807		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

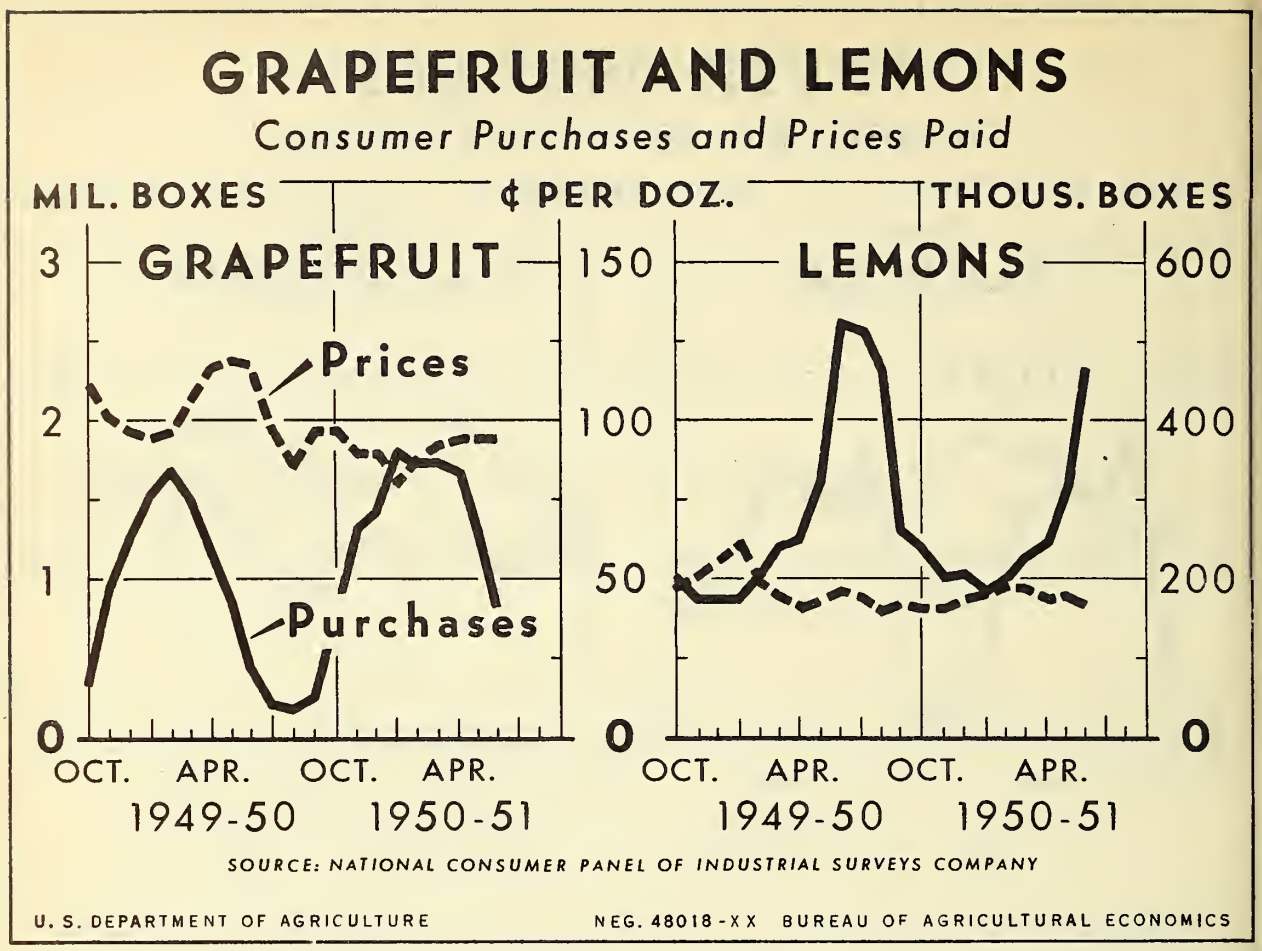

Fig.8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

Period	Grapefruit				Lemons			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	830	334	96.9	110.5	236	199	40.5	46.8
November	1,319	953	88.5	100.7	201	174	40.8	51.0
December	1,425	1,255	88.5	96.2	204	172	42.8	55.9
October-December 1/	3,925	2,851			691	588		
January	1,810	1,533	80.6	93.8	193	172	44.8	61.3
February	1,709	1,670	87.3	96.3	200	204	48.1	48.1
March	1,713	1,477	91.8	106.4	224	242	46.9	44.4
October-March 1/	9,687	7,929			1,365	1,257		
April	1,660	1,123	94.0	117.4	246	249	42.3	40.8
May	1,263	861	94.3	118.9	314	320	44.5	42.4
June	804	422	93.7	116.5	466	519	41.8	45.5
October-June 1/		10,531				2,432		
July		214		97.4		512		44.4
August		172		85.5		464		40.3
September		262		96.6		257		41.8
Season 1/		11,212				3,772		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

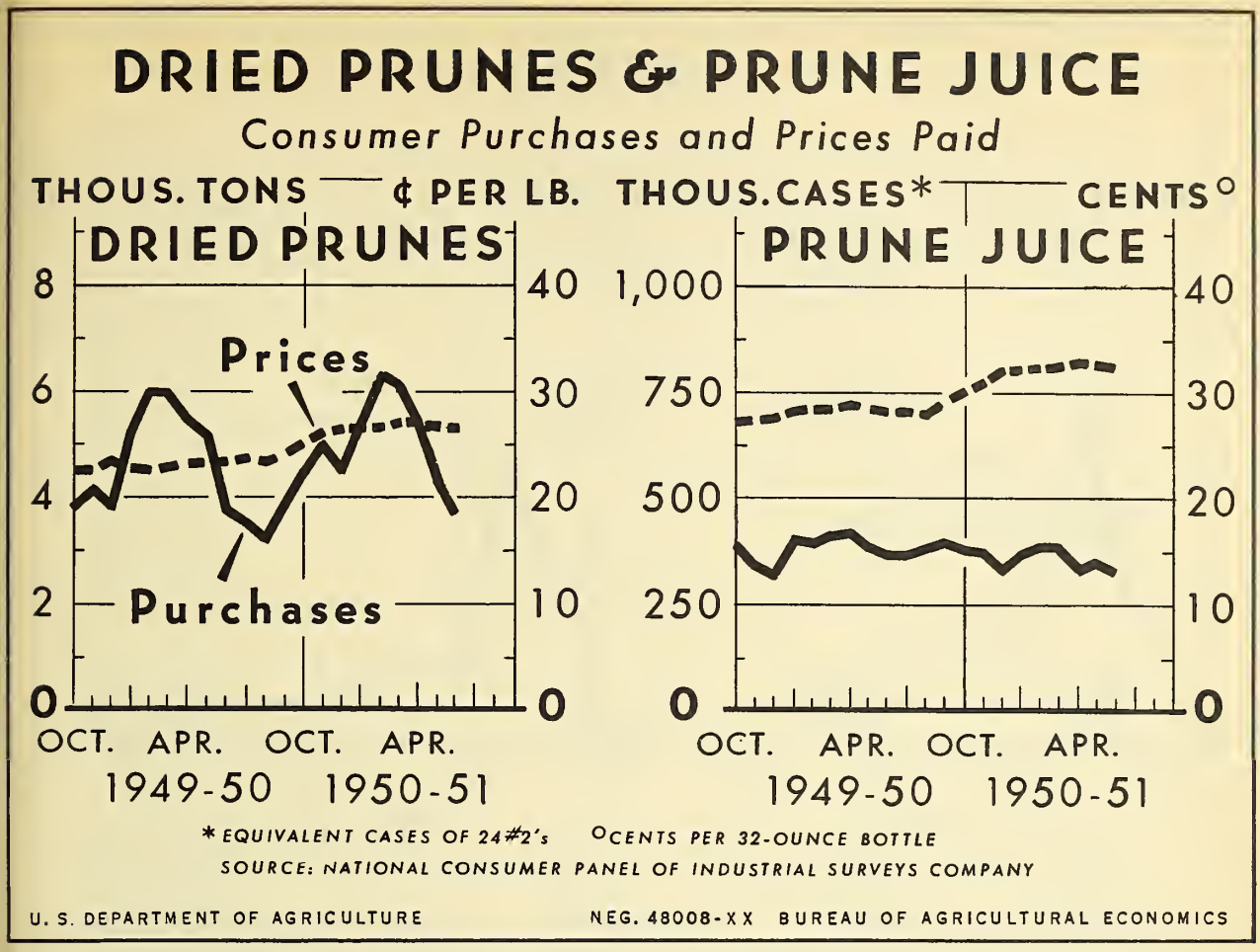

Fig.9.--Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,485	3,804	25.0	22.6	381	383	30.1	27.1
November	4,996	4,120	26.0	22.6	373	337	30.9	27.3
December	4,541	3,840	26.4	23.6	328	317	32.0	27.5
October-December 2/	15,625	12,846			1,189	1,137		
January	5,364	5,222	26.6	22.7	368	402	32.2	28.1
February	9,318	5,980	26.7	22.6	387	393	32.3	28.4
March	6,075	5,952	27.1	22.8	386	408	32.4	28.5
October-March 2/	35,037	31,512			2,439	2,459		
April	5,405	5,528	27.1	23.0	334	417	32.9	28.7
May	4,304	5,174	26.7	23.1	354	386	32.6	28.5
June	3,667	3,756	26.8	23.2	324	369	32.4	28.4
October-June 2/		46,962				3,736		
July		3,507		23.7		368		28.4
August		3,193		23.3		379		28.0
September		3,872		23.9		395		29.3
Season 2/		58,253				4,978		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

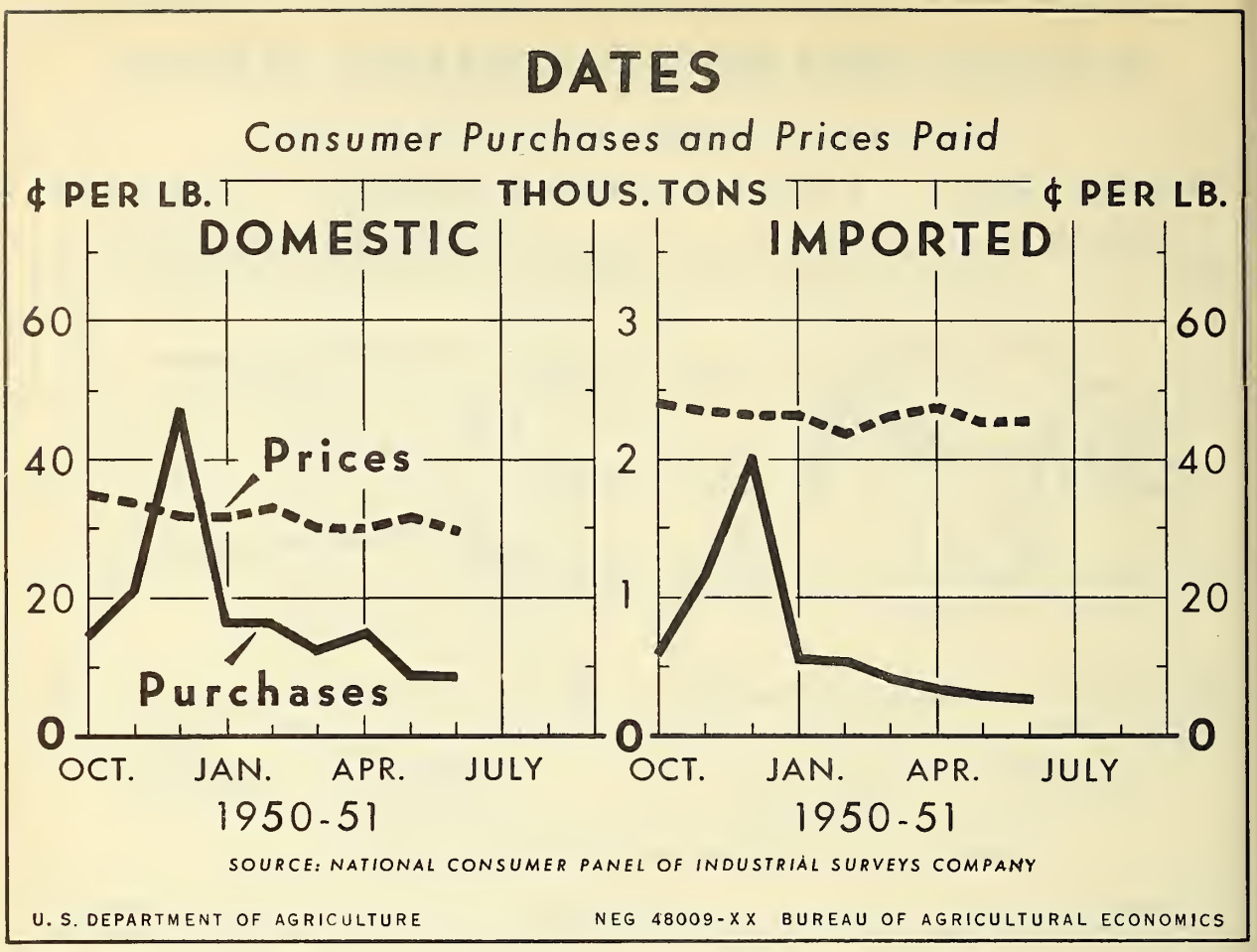

Fig.10.--Dates: Consumer purchases and prices paid, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average prices per pound	Purchases	Average prices per pound
	Tons	Cents	Tons	Cents
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,643		4,153	
January	815	31.7	562	46.6
February	824	32.8	537	43.6
March	625	30.3	410	46.4
October-March 1/	7,077		5,805	
April	725	30.0	315	47.7
May	428	31.7	284	45.0
June	413	29.7	240	45.5
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U. S. total consumer purchases, percentage of families buying, and average prices, June 1951, May 1951, and June 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per 6-oz. can
	1,000 gallons	Percent	Cents
Orange juice			
June 1951	1,775	18.5	21.6
May 1951	1,768 2/	18.3 2/	21.9
June 1950	1,258	15.5	26.8
Grapefruit juice			
June 1951	72	1.4	16.6
May 1951	55	1.0	16.8
June 1950 3/	-	-	-
Orange-grapefruit blend			
June 1951	88	1.4	19.1
May 1951	91	1.3	18.5
June 1950 3/	-	-	-
Grape juice			
June 1951	182	4.1	21.9
May 1951	127	2.9	23.7
June 1950	108	2.5	26.4
Other concentrates			
June 1951	60	3/	15.4
May 1951	82 2/	3/	16.9
June 1950 3/	-	-	-
Total			
June 1951	2,177	20.7	
May 1951	2,123	20.1	
June 1950	1,449	16.7	

1/ Each month represents a 4-week period.
2/ Revised.
3/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, June 1951, May 1951, and June 1950 1/

Commodity	Consumer purchases cases of 24 No. 2's	Percentage of families buying	Average price per 46-oz. can 2/
	1,000 cases	Percent	Cents
Orange			
June 1951	1,358	14.0	31.0
May 1951	1,261	12.9	33.3
June 1950	1,365	14.8	37.8
Grapefruit			
June 1951	1,138	12.2	25.6
May 1951	931	11.0	28.0
June 1950	798	9.9	36.6
Orange-grapefruit blend			
June 1951	426	5.8	30.1
May 1951	405	5.4	32.3
June 1950	588	7.0	38.0
Lemon			
June 1951	86	4.5	10.0
May 1951	63	3.5	10.4
June 1950	96	5.3	12.9
Tomato			
June 1951	1,344	17.1	28.3
May 1951	1,547	18.9	28.2
June 1950	1,452	19.5	26.9
Pineapple			
June 1951	1,000	14.0	34.8
May 1951	1,023	14.2	36.4
June 1950	920	13.8	38.0
Prune			
June 1951	324	5.4	32.4
May 1951	354	5.8	32.6
June 1950	369	5.7	28.4
Total 3/			
June 1951	6,733	50.3	
May 1951	6,636	51.0	
June 1950	6,811	51.8	

1/ Each month represents a 4-week period.
2/ Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.
3/ Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, June 1951, May 1951, and June 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per dozen
	1,000 boxes	Percent	Cents
Oranges			
California-Arizona			
June 1951	1,160	25.3	41.0
May 1951	1,171	25.4	52.3
June 1950	902	23.6	44.6
Florida			
June 1951	830	14.9	45.7
May 1951	1,243	19.9	45.1
June 1950	778	15.5	48.8
Total 2/			
June 1951	2,296	40.7	42.9
May 1951	2,796	48.1	48.6
June 1950	1,965	39.9	46.3
Grapefruit			
California-Arizona			
June 1951	159	3.9	74.3
May 1951	187	3.8	75.6
June 1950 3/	-	-	-
Florida			
June 1951	374	8.5	99.4
May 1951	659	13.0	98.4
June 1950 3/	-	-	-
Total 4/			
June 1951	804	18.7	93.7
May 1951	1,263	25.8	94.3
June 1950	422	11.6	116.5
Lemons			
June 1951	466	33.4	41.8
May 1951	314	27.0	44.5
June 1950	519	38.1	45.5

1/ Each month represents a 4-week period.
2/ Includes purchases of Texas oranges and those which were not identified as to origin.
3/ Information not available.
4/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, June 1951, May 1951, and June 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apples			
June 1951 2/	-	-	-
May 1951	197	1.2	44.9
June 1950 2/	-	-	-
Apricots			
June 1951	430	1.9	59.0
May 1951	658	3.0	59.9
June 1950	392	2.0	49.6
Dates			
Domestic			
June 1951	413	1.5	29.7
May 1951	428	1.5	31.7
June 1950 3/	-	-	-
Imported			
June 1951	240	1.7	45.5
May 1951	284	1.8	45.0
June 1950 3/	-	-	-
Total 4/			
June 1951	743	3.4	34.4
May 1951	813	3.5	35.8
June 1950	336	1.9	40.0
Peaches			
June 1951 2/	-	-	-
May 1951	317	1.4	43.4
June 1950	320	1.3	31.4
Prunes			
June 1951	3,667	9.4	26.8
May 1951	4,304	11.2	26.7
June 1950	3,756	9.5	23.2

1/ Each month represents a 4-week period.
2/ Too few purchases reported for analysis.
3/ Information not available.
4/ Includes purchases of dates which were not identified by origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned juices and frozen concentrated juices: U. S. total consumer purchases and average prices, June 1951 (4-week period)

Commodity	Purchases				Average prices		
	Percentage of all families buying	Total all families	Per 1,000 capita	Size of average purchase	Per actual unit		Per equivalent No. 2 can
	Percent	1,000 cases 1/	Cases 1/	Ounces	Size	Cents	Cents
Canned juices							
Orange	14.0	1,358	9.0	63.6	46 oz.	31.0	12.6
Grapefruit	12.2	1,138	7.6	64.4	46 oz.	25.6	10.3
Orange-gpft. blend	5.8	426	2.8	55.7	46 oz.	30.1	12.1
Tangerine	1.5	85	.6	45.8	46 oz.	27.8	11.3
Lemon	4.5	86	.6	15.1	5½-6 oz.	10.0	33.8
Apple	4.1	281	1.9	45.8	32 oz.	24.0	12.0
Grape	5.2	193	1.3	30.5	32 oz.	39.7	25.3
Pineapple	14.0	1,000	6.7	50.5	46 oz.	34.8	14.0
Prune	5.4	324	2.2	35.8	32 oz.	32.4	18.4
Tomato	17.1	1,344	8.9	48.3	46 oz.	28.3	12.0
Vegetable combination	3.7	190	1.3	41.9	46 oz.	37.3	15.4
Other juices	2/	308	2.0	38.0	46 oz.	36.0	16.6
Total	50.3	6,733	44.9	49.5			13.4
Frozen concentrated juices	Percent	1,000 gallons	Gallons	Ounces	Size	Cents	
Orange	18.5	1,775	11.8	13.2	6 oz.	21.6	
Grape	4.1	182	1.2	9.3	6 oz.	21.9	
Grapefruit	1.4	72	.5	10.7	6 oz.	16.6	
Orange-gpft. blend	1.4	88	.6	11.7	6 oz.	19.1	
Other concentrates	2/	60	.4	10.5	6 oz.	15.4	
Total	20.7	2,177	14.5	12.5			

1/ Equivalent cases of No. 2 cans, 432 ounces per case.
2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Fresh citrus fruit: U. S. total consumer purchases and average prices, June 1951 (4-week period)

Commodity	Purchases				Average price per dozen
	Percentage of all families buying	Total all families	Per 1,000 capita	Size of average purchase	
	Percent	1,000 boxes	Boxes	Units	Cents
Oranges					
California-Arizona	25.3	1,160	7.7	12.6	41.0
Florida	14.9	830	5.5	11.3	45.7
Texas 1/	-	-	-	-	-
Unidentified	9.1	282	1.9	10.9	42.9
Total	40.7	2,296	15.3	11.9	42.9
Grapefruit					
California-Arizona	3.9	159	1.1	4.7	74.3
Florida	8.5	374	2.5	3.9	99.4
Texas 1/	-	-	-	-	-
Unidentified	7.2	231	1.5	3.6	95.8
Total	18.7	804	5.4	3.9	93.7
Lemons	33.4	466	3.1	6.9	41.8
Limes	1.7	482 2/	3.2 2/	6.9	37.3
Total	58.0	3,566 3/	23.8 3/	8.8	-

1/ Too few purchases reported for analysis.
2/ Dozens of units.
3/ Totals do not include limes and small purchases of tangerines.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.—Dried fruit: U. S. total consumer purchases and average prices, June 1951 (4-week period)

Commodity	Purchases				Average price per pound
	Percentage of all families buying	Total all families	Per 1,000 capita	Size of average purchase	
	Percent	Tons	Pounds	Ounces	Cents
Apricots	1.9	429.9	5.7	14.0	59.0
Dates					
Domestic	1.5	413.2	5.5	18.6	29.7
Imported	1.7	239.9	3.2	9.3	45.5
Unidentified	.3	90.0	1.2	22.1	26.8
Total	3.4	743.1	9.9	14.3	34.4
Peaches 1/	-	-	-	-	-
Prunes	9.4	3,667.4	48.9	22.7	26.8
Total 2/	22.0	5,322.3	71.0	18.9	32.1

1/ Too few purchases reported for analysis.
2/ Includes mixed dried fruit, dried apples, dried figs and dried pears, but excludes dried currants and raisins.

Source: National Consumer Panel of Industrial Surveys Company